

How Gateway Technical College turns text conversations into enrollments

Overview

Gateway Technical College, a two-year technical college in Southeast Wisconsin, serves traditional learners and working adults alike. Phone and email weren't reaching students with busy lives, so Gateway adopted Mongoose more than six years ago. It now supports students from enrollment through registration.

INSTITUTION	Two-year technical college
LOCATION	Southeast Wisconsin
DEPARTMENTS	Recruitment, advising, financial aid, registrar
PARTNER FOR	6+ years
CHANNEL	Text

The challenge

"We were not connecting with students in the way they wanted to be communicated with," said Carrie Parworth, Executive Director of Student Affairs. Students, especially non-traditional ones, paused or left the enrollment process over unanswered questions.

- Phone and email weren't reaching students
- Unanswered questions stalled enrollment
- Many students deciding whether to attend at all

Why Mongoose

Gateway built a texting-first strategy across recruitment, advising, financial aid, and the registrar. A CRM connector triggers personal messages based on each student's stage, and shared inboxes and segments keep departments coordinated.

**55% vs.
3%**

enrollment rate with 6–10
conversations vs. none

**27% vs.
64%**

cancellation rate, 6–
10 conversations
vs. none

98%

of hesitant admits
with 6–10
conversations
enrolled

57%

of current students
with 10+
conversations
registered

“Texting feels easier and more informal for both students and staff. It's the tool nobody complains about.”

AMANDA ROBILLARD · CRM TECHNOLOGY MANAGER

The more students text, the more they enroll

Gateway's internal data shows a clear link between two-way conversations and progress through the funnel. "We see students stalling out. But if we text them something as simple as, 'Need help?' it opens the door," Amanda said.

01

Nudges that move students forward

Recruiters reach students stalled at stages like Admit with prompts such as "Is there anything I can help you with regarding your application?" 98% of those with 6–10 conversations enrolled.

02

Fewer cancellations, more registrations

Students with more text conversations cancel less and register more. 57% of current students with 10+ conversations registered for the current term, and 13% for the next.

03

Real-time support at peak season

Staff answer registration and advising questions in minutes, not days, and guide students to the right resource during surges instead of playing phone tag.

04

Adopted across departments

Advisors, recruiters, financial aid, the registrar, and student support programs all use Mongoose, and staff at every experience level find it easy.

WHAT MADE THE DIFFERENCE

- **Two-way conversations.** Real engagement and less confusion.
- **Shared inboxes.** Smooth staff handoffs and follow-up.
- **Ease of use.** "Our teams don't just tolerate Mongoose, they love it," Amanda said.
- **CRM connector.** Targeted outreach with the right timing.
- **Compliance support.** Opt-out and logging features protect privacy and simplify documentation.



LOOKING AHEAD

Gateway plans to expand shared inboxes to peer advisors and student teams, and to explore AI-powered Web Chat and WhatsApp for international students.

"Mongoose has helped us close communication gaps that used to cost us enrollments. Now it's helping us bring students across the finish line."

Carrie Parworth, Executive Director of Student Affairs

Want to see what two-way texting could do for your enrollment funnel?

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